

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1536
 Buyer KATIE KEULEMAN
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/04/2012 - 09/10/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILLIPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

MSAO

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	8A-9A	GMA	:30	\$275.00	09/04-09/07	4	1	4	\$1,100.00	
	2	M	8A-9A	GMA	:30	\$275.00	09/10-09/10	1	1	1	\$275.00	
	3	TU-F	630A-7A	NEWS	:30	\$175.00	09/04-09/07	4	1	4	\$700.00	
	4	M	630A-7A	NEWS	:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
	5	TU-F	7A-8A	GMA	:30	\$275.00	09/04-09/07	4	1	4	\$1,100.00	
	6	M	7A-8A	GMA	:30	\$275.00	09/10-09/10	1	1	1	\$275.00	
	7	SA	8A-9A	GMA	:30	\$125.00	09/08-09/08	1	1	1	\$125.00	
	8	SU	8A-9A	GMA	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	9	TU-F	11A-12P	VIEW	:30	\$150.00	09/04-09/07	4	1	4	\$600.00	
	10	M	11A-12P	VIEW	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	11	TU-F	5P-530P	NEWS	:30	\$225.00	09/04-09/07	4	1	4	\$900.00	
	12	M	5P-530P	NEWS	:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
	13	TU-F	530P-6P	NEWS	:30	\$300.00	09/04-09/07	4	1	4	\$1,200.00	

Rep Order# 9739589 Ver# 3 Mod# 1 Status Confirmed

Traffic Order#

Printed: 08/27/2012 2:20 PM
Last Received: 08/27/2012 1:41 PM
Showing Buylines: All Lines

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Product OBAMA FOR AMERICA
Estimate# 1536
Buyer KATIE KEULEMAN
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Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	M	530P-6P	NEWS	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	15	TU-F	6P-630P	NEWS	:30	\$550.00	09/04-09/07	4	1	4	\$2,200.00	
	16	M	6P-630P	NEWS	:30	\$550.00	09/10-09/10	1	1	1	\$550.00	
	17	SU	630P-7P	NEWS	:30	\$225.00	09/09-09/09	1	1	1	\$225.00	
	18	TU-F	7P-730P	WHEEL	:30	\$350.00	09/04-09/07	4	1	4	\$1,400.00	
	19	M	7P-730P	WHEEL	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	20	TU-F	730P-8P	JEOPARDY	:30	\$350.00	09/04-09/07	4	1	4	\$1,400.00	
	21	M	730P-8P	JEOPARDY	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	22	SA	7P-730P	WHEEL	:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
	23	SA	730P-11P	NASCAR	:30	\$2,000.00	09/08-09/08	2	1	2	\$4,000.00	

---REPORT TOTALS---

Report Totals: 51 / \$18,025.00

---SALES MONTHLY TOTALS---

Sep 12: 51 / \$18,025.00
Sales Totals: 51 / \$18,025.00
Station Totals: 51 / \$18,025.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Showing Buylines: All Lines

Station	WWSB-TV SARASOTA,FL	Agency	() GMMB	Rep Firm	
Advertiser	() POLITICAL		3050 K ST NW	Sales Office	() WASHINGTON
Product	OBAMA FOR AMERICA		WASHINGTON, DC 20007	Salesperson	() BRAD PHILLIPS
Estimate#	1536	Agency C/P1/P2/E	95/101/1536		
Buyer	KATIE KEULEMAN	Flight Dates	09/04/2012 - 09/10/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	202-955-5348
Fax#					

---COMPETITIVE---
Market Totals \$360,500

CABL	0%	UNKN	95%	WBSV	0%	WFLA	0%	WFTS	0%
WTOG	0%	WTSP	0%	WTTA	0%	WTVT	0%	WWSB	5%

---COMPETITIVE COMMENTS---

SHARES EST

Books	FEB12, NOV11
Demos	RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

<u>Contract / Revision</u> 31590 /		<u>Alt. Order #</u> 09739589
<u>Product</u> 1536/OBAMA FOR AMERICA		
<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Est. #</u> 1536	
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/04/12	09/07/12	Good Morning America	7-9a		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$275.00			
N 2	7	09/10/12	09/10/12	Good Morning America	7-9a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$275.00			
N 3	7	09/04/12	09/07/12	ABC 7 Sunrise News @	6a-7a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$175.00			
N 4	7	09/10/12	09/10/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$175.00			
N 5	7	09/04/12	09/07/12	Good Morning America	7-9a		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$275.00			
N 6	7	09/10/12	09/10/12	Good Morning America	7-9a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$275.00			
N 7	7	09/08/12	09/08/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$125.00			
N 8	7	09/09/12	09/09/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$125.00			
N 9	7	09/04/12	09/07/12	The View	11a-12p		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$150.00			
N 10	7	09/10/12	09/10/12	The View	11a-12p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$150.00			
N 11	7	09/04/12	09/07/12	ABC 7 News at 5p	5-530p		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$225.00			
N 12	7	09/10/12	09/10/12	ABC 7 News at 5p	5-530p		:30			NM	1	\$225.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u> 31590 /		<u>Alt. Order #</u> 09739589
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Product</u> 1536/OBAMA FOR AME
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Est. #</u> 1536
		<u>Original Date / Revision</u> 08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$225.00			
N 13	7	09/04/12	09/07/12	ABC 7 News at 530p	530-6p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$300.00			
N 14	7	09/10/12	09/10/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$300.00			
N 15	7	09/04/12	09/07/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$550.00			
N 16	7	09/10/12	09/10/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$550.00			
N 17	7	09/09/12	09/09/12	ABC 7 Sun News at 630	630-7p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$225.00			
N 18	7	09/04/12	09/07/12	M-Sa 7-730p	WHEEL		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$350.00			
N 19	7	09/10/12	09/10/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$350.00			
N 20	7	09/04/12	09/07/12	M-Sa 730-8p	JEOPARDY		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$350.00			
N 21	7	09/10/12	09/10/12	M-Sa 730-8p	JEOPARDY		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$350.00			
N 22	7	09/08/12	09/08/12	7P-730P	NASCAR		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$300.00			
N 23	7	09/08/12	09/08/12	NASCAR	Various		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$2,000.00			
Totals											51	\$18,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	51	\$18,025.00	\$15,321.25
Totals	51	\$18,025.00	\$15,321.25

Signature: _____ Date: _____

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